

ISSUES AND PROGRAMS LIST

WWMB

MYRTLE BEACH, SOUTH CAROLINA

April 1, 2006 – JUNE 30, 2006

ISSUES LIST

- | | | |
|----|--------------------------|---------------------------------------------------------------------------------------------------------------|
| 1. | ECONOMY/PERSONAL FINANCE | Lack of access roads to beach
Large population of older citizens
Tourism |
| 2. | HEALTH CARE/COST | High rate of heart disease
Poor health practices due to low income
Elderly health care
Fixed incomes |
| 3. | ENVIRONMENT | Beach erosion
Land pollution
Wetlands |
| 4. | CRIME | Summer tourists
Bikers |
| 5. | IMAGE | Strip clubs
Bars |
| 6. | PREJUDICE/INTOLERANCE | Tensions in the community |
| 7. | EDUCATION | High rate of drop-outs
Lack of interest in furthering education
Lack of financial assistance |

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: FIRST BUSINESS
SOURCE: WEB FN
DATE/TIME: MONDAY THRU FRIDAY 7:30-8:00AM
DESCRIPTION: THIS PROGRAM TALKS ABOUT INVESTING, SCREENING
THE MARKET AND BUSINESS POLICIES IN GENERAL.
VIEWERS LEARN FROM ECONOMISTS, ANALYSTS,
AUTHORS AND BUSINESS OWNERS.

PROGRAM: ASK THE PROFESSIONALS – PHONE BANK (NOT ON AIR)
SOURCE: WPDE
DATE/TIME: MAY 4, 2006 5-7PM
DESCRIPTION: SC BAR ASSOCIATION ANSWERED VIEWERS CALL-IN
QUESTIONS.

WWMB CO-SPONSORED THE FOLLOWING:

CMC BACKPACK BUDDIES – UNDERPRIVILEGED CHILDREN
RECEIVE BACKPACKS FILLED WITH FOOD.

PROGRAM: PSA'S
THESE ANNOUNCEMENTS ARE RUN AT VARIOUS TIMES DURING
OUR BROADCAST DAY.

PREVENTING IDENTITY THEFT
PUT IT IN WRITING: LIVING WILL
NOT IF WE CAN HELP IT: FINANCIAL PLANNING
SAVE AND INVEST.ORG
SAVE ENERGY
SECURITY INVESTMENT PROTECTION

ISSUE: HEALTH CARE/COST

PROGRAM: TODAY'S HEALTH # 15

SOURCE TWI

DATE/TIME SUNDAY, APRIL 9, 2006 2:30-3:00 PM

DESCRIPTION: TAKING CHARGE OF YOUR HEALTH – A LOOK AT THE NEWEST INNOVATIONS IN MEDICAL AND HEALTH RELATED PRODUCTS AND SERVICES. EXPERTS PROVIDE VALUABLE INSIGHT INTO THE LATEST TECHNIQUES, TREATMENTS AND HEALTHCARE. HELPS VIEWERS MAKE HEALTHIER DECISIONS IN EVERY ASPECT OF THEIR LIVES.

PROGRAM: TODAY'S HEALTH # 16

SOURCE TWI

DATE/TIME SUNDAY, APRIL 9, 2006 3:00-3:30 PM

DESCRIPTION: TAKING CHARGE OF YOUR HEALTH – A LOOK AT THE NEWEST INNOVATIONS IN MEDICAL AND HEALTH RELATED PRODUCTS AND SERVICES. EXPERTS PROVIDE VALUABLE INSIGHT INTO THE LATEST TECHNIQUES, TREATMENTS AND HEALTHCARE. HELPS VIEWERS MAKE HEALTHIER DECISIONS IN EVERY ASPECT OF THEIR LIVES.

PROGRAM PARENTING & BEYOND # 12

SOURCE TWI

DATE/TIME SUNDAY, APRIL 9, 2006 3:30-4:00PM

DESCRIPTION FAMILY NUTRITION, HEALTH & SAFETY
THIS PROGRAM IS A VITAL RESOURCE TO HELP PARENTS RAISE HEALTHY AND HAPPY CHILDREN. IT INCLUDES TEACHING YOUR CHILDREN ABOUT PROPER BATHROOM HYGIENE, SMART NUTRITION CHOICES FOR YOUR KIDS LUNCH AND TALKING TO YOUR KIDS ABOUT DRUGS.

PROGRAM: ASK THE PROFESSIONALS PHONE BANK (NOT ON AIR)

SOURCE WPDE

DATE/TIME MAY 11, 2006 5:00-7:00 PM

REPRESENTATIVES FROM SOCIAL SECURITY ADMINISTRATION ANSWERED QUESTIONS FROM VIEWERS REGARDING MEDICARE.

PROGRAM: PSA'S--PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN ON TO SIGN OFF EACH DAY.

SECOND HAND SMOKE AND BABIES
STERIOD ABUSE AND YOUNG MEN
BOOSTER SEAT EDUCATION
HURRICANE MENTAL HEALTH
CHILD OBESITY PREVENTION
MIGRAINE RELIEF
CHILDHOOD ASTHMA
BLOOD DONATION

ISSUE: ENVIRONMENT

PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE LITTON
DATE/TIME SATURDAYS 9-9:30AM
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THE HABITAT IN WHICH THEY LIVE.

PROGRAM McNEELEY'S OUTDOORSMAN
SOURCE TIMBERWOLF PRODUCTIONS
DATE/TIME SUNDAYS 8:00-8:30AM
DESCRIPTON THE SERIES INCLUDES AN EDUCATIONAL BLEND OF WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING KIDS AND PEOPLE OF ALL AGES ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE.

PROGRAM HURRICANE SURVIVAL 2006
SOURCE R. SACHS
DATE/TIME JUNE 4, 2006 6:30-7:00 PM
JUNE 25, 2006 3:30-4:00 PM
DESCRIPTON THIS PROGRAM TEACHES SURVIVAL GUIDELINES, EVACUATION PROCEDURES, LIST OF ITEMS NEEDED, AND SAFETY ISSUES.

PROGRAM NATIONAL HURRICANE SURVIVAL TEST
SOURCE R. SACHS
DATE/TIME JUNE 11, 2006 6:30-7:00 PM
DESCRIPTON THIS PROGRAM IS BASICALLY A QUESTION AND ANSWER TEST OF HOW WELL YOU WOULD SURVIVE DURING A HURRICANE.

PROGRAM TODAYS ENVIRONMENT
SOURCE TWI
DATE/TIME JUNE 25, 2006 3:00-3:30 PM
DESCRIPTON THIS PROGRAM IS A VALUABLE RESOURCE FOR VIEWERS INTERESTED IN DELVING FURTHER INTO RECYCLING, CONSERVING, AND PRESERVING OUR ENVIRONMENT. IT PROVIDES A SERIES OF ECO IDEAS THAT CAN MAKE A DIFFERENCE.

WWMB CO-SPONSORED THE FOLLOWING:

RECYCLE – IN CONJUNCTION WITH HORRY COUNTY SOLID WASTE. PROMOTES RECYCLING IN THE SCHOOLS. KIDS GET PRIZES AT THE END OF EACH MONTH FOR THE MOST RECYCLABLE MATERIAL COLLECTED.

ENVIRONMENTAL EAGLE – EVERY YEAR ONE ENVIRONMENTALLY MINDED CITIZEN RECEIVES AN AWARD FOR CONSERVATION EFFORTS AND ENVIRONMENTAL AWARENESS.

PROGRAM: PSA'S
THESE ANNOUNCEMENTS ARE RUN FROM SIGN ON TO SIGN OFF AT VARIOUS TIMES DURING THE DAY.

NATURAL RESOURCE: CARE
EARTH SHARE CAMPAIGN: RECYCLE
SAVE THE SEALS
BATTERY RECYCLING
WILDFIRE PREVENTION
ARBOR DAY: TREES FOR AMERICA

ISSUE: CRIME.

PROGRAM: GRAND STRAND/PEE DEE'S MOST WANTED
SOURCE WPDE
DATE/TIME WEEKLY – SUNDAY'S AT 6:30PM
DESCRIPTION THIS 30-MINUTE PROGRAM SHOWCASES CRIMES AND CRIMINALS IN OUR VIEWING AREA. IT IS CLOSELY FORMATED LIKE "AMERICA'S MOST WANTED".. WE HAVE BEEN TOLD THAT THIS PROGRAM IS MOST EFFECTIVE IN CATCHING CRIMINALS.

PROGRAM: MISSING
SOURCE TELCO PRODUCTIONS
DATE/TIME WEEKLY – SATURDAY'S AT 7:00 AM
DESCRIPTION THIS 30-MINUTE PROGRAM FOCUSES ON THE MISSING JUVENILES AND ADULTS THAT DISAPPEAR DAILY ACROSS THE UNITED STATES. IT ALSO INCLUDES SAFETY TIPS AND REAL LIFE STORIES TO HELP FIND MISSING PEOPLE.

PROGRAM: ASK THE PROFESSIONALS PHONE BANK (NOT ON AIR)
SOURCE WPDE
DATE/TIME MAY 4, 2006 5:00-7:00 PM
REPRESENTATIVES FROM SC BAR ASSOCIATION ANSWERED QUESTIONS FROM VIEWERS REGARDING LEGAL QUESTIONS.

PROGRAM: PSA'S
PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN-ON TO SIGN-OFF DAILY.

NARCANONYMOUS
ONLINE EXPLOITATION OF YOUTH
COMMUNITY DRUG PREVENTION
STEROID ABUSE & YOUNG MEN
DOMESTIC VIOLENCE PREVENTION
GUN CONTROL
DRIVING "BUZZED"

ISSUE: IMAGE

PROGRAM: RIVERTALK

DISTRIBUTOR: LUCKY DOG PRODUCTION

DATE/TIME MONDAY THRU FRIDAY 7-7:30AM
SUNDAY 1-2PM

DESCRIPTION: THIS LOCAL TALK SHOW COVERS WHAT'S HAPPENING IN OUR
AREA, INTERVIEWS LOCAL PEOPLE AND KEEPS US UP-TO-DATE
ON WHAT'S HAPPENING IN OUR TOWNS.

TALKING TRASH – IN CONJUNCTION WITH HORRY COUNTY
SOLID WASTE AUTHORITY. PROMOTES RECYCLING IN THE
SCHOOLS AND COMMUNITY. EDUCATES THE FAMILY ON THE
IMPORTANCE OF KEEPING OUR NEIGHBORHOODS CLEAN
KIDS GET PRIZES AT THE END OF EACH MONTH FOR THE MOST
RECYCLABLE MATERIAL COLLECTED.

METEROLOGIST ED PIOTROWSKI JUDGED THE BEACH ART
FESTIVAL CONTEST, PAWLEYS ISLAND.

PROGRAM: PSA'S
PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN-ON
TO SIGN-OFF DAILY.

HORRY COUNTY MUSEUM
SC TECHNICAL COLLEGE
AIM HIGHER: COLLEGE
ARBOR DAY: TREES FOR AMERICA
EARTH SHARE CAMPAIGN

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: LATIN LIFESTYLES
SOURCE CF ENTERTAINMENT
DATE/TIME SATURDAYS 12:00-12:30 PM
DESCRIPTION THIS PROGRAM TAKES A LOOK AT THE LIFESTYLES OF OUR
LATIN COMMUNITY WITH THE HOPE OF OTHER ETHNIC GROUPS
UNDERSTANDING THE LIFE STYLE OF OUR LATIN NEIGHBORS.

PROGRAM: NUESTRO BARRIO
SOURCE CF ENTERTAINMENT
DATE/TIME SATURDAYS 12:30 – 1:00 PM
DESCRIPTION THIS PROGRAM TAKES A LOOK AT THE LIFESTYLES OF OUR
LATIN COMMUNITY WITH THE HOPE OF OTHER ETHNIC GROUPS
UNDERSTANDING THE LIFE STYLE OF OUR LATIN NEIGHBORS.

WWMB ALONG WITH WPDE FUNDED SCHOLARSHIPS AT COASTAL
CAROLINA UNIVERSITY AND FRANCES MARION UNIVERSITY THAT
TARGET MINORITY CANDIDATES. TWO SPORTS SCHOLARSHIPS ARE
ALSO AWARDED EVERY YEAR.

PROGRAM: PSA'S
THESE ANNOUNCEMENTS ARE RUN DURING ALL TIME PERIODS.

CAFETERIA: REACHING OUT
WHEN YOU LISTEN, LOVE'S WHAT'S HEARD
SOLDIERS CREED
AMNESTY INTERNATIONAL
AMERICAN INDIAN HERITAGE
EMBRACE THE CHANGE: HIRE THE DISABLED

ISSUE: EDUCATION

PROGRAM PARENTING AND BEYOND #12
SOURCE TWI
DATE/TIME APRIL 9, 2006 3:30-4:00 PM
DESCRIPTION FAMILY NUTRITION, HEALTH & SAFETY
THIS PROGRAM IS A VITAL RESOURCE TO HELP PARENTS RAISE
HEALTHY AND HAPPY CHILDREN. IT INCLUDES TEACHING
YOUR CHILDREN ABOUT PROPER BATHROOM HYGIENE,
SMART NUTRITION CHOICES FOR YOUR KIDS LUNCH AND
TALKING TO YOUR KIDS ABOUT DRUGS.

PROGRAM ONLINE: CHEATING 101
SOURCE WPDE
DATE/TIME MAY 2, 2006 11:00 PM (NEWS INSERT)
DESCRIPTION DESCRIBES HOW COLLEGE STUDENTS ARE USING THE
INTERNET TO BUY PAPERS AND TESTS.

WWMB CO-SPONSORED THE FOLLOWING:

B&C KIDS TIME CLUB - A MONTHLY MEETINGS FOR CHILDREN
INVOLVING EDUCATION AND RECREATION.
LIMOS FOR LEARNING – TARGETING THIRD GRADE STUDENTS, THIS
PROGRAM PROMOTES THE IMPROVEMENT OF READING SKILLS
THROUGH INCENTIVES. (LUNCH AND A LIMO RIDE).

WWMB ALONG WITH WPDE HAS SCHLORSHIPS AT COASTAL AND FMU THAT
TARGET MINORITY CANDIDATES.

OUR ON-AIR PERSONALITIES WENT TO SEVERAL AREA SCHOOLS TO TALK
WITH STUDENTS ABOUT HOW IMPORTANT IT IS TO GET AN EDUCATION.
ALSO SEVERAL GROUPS OF STUDENTS WERE GIVEN A TOUR OF OUR
FACILITIES.

PROGRAM: PSA'S
THESE ANNOUNCEMENTS ARE RUN AT VARIOUS TIMES DURING
THE DAY AND NIGHT.

LEARN & SERVE: YOUTH IN COMMUNITY SERVICE
HIGH SCHOOL DROPOUT PREVENTION
SC TECH COLLEGES
MATH & SCIENCE FOR GIRLS
PARENTAL INVOLVEMENT IN SCHOOLS
AIM HIGHER: COLLEGE
KIDS EXPLORE CLUB

SEE ATTACHMENTS FOR OTHER PROGRAMS, ETC.

WPDE/WWMB PSA LIST (MAY) Revised 4/26/06

	8001	NATURAL RESOURCE: CARE 3	:60	UFN
	8002	MIGRAINE RELIEF	:60	UFN
	8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
	8004	NARCONON: FAMILY	:60	UFN
	8501	EARTH SHARE CAMPAIGN 3	:60	7/31/2006
	8502	SECOND HAND SMOKE & KIDS 2	:60	UFN
	8503	LOCAL RED CROSS: FIRE 3	:30	UFN
	8504	BATTERY RECYCLING: "CHAIR"-3	:30	UFN
	8505	GUN CONTROL 4 3	:30	UFN
	8506	SAVE THE SEALS (NEW) 3	:30	UFN
	8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
	8508	HIGH SCHOOL DROPOUT PREVENTION	:30	1/9/2007
	8509	BOOSTER SEAT: MONKEY BARS 2	:30	UFN
	8510	HURRICANE MENTAL HEALTH & CHILDREN 2	:30	UFN
	8511	WORLD HEALTH DAY: Crisis in Health	:30	UFN
	8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
	8513	MATH & SCIENCE FOR GIRLS	:30	UFN
	8514	AMBULANCE: KNOW STROKE	:30	UFN
	8515	EMBRACE THE CHANGE: HIRE DISABLED	:30	UFN
	8516	HEART DISEASE & WOMEN	:30	UFN
	8517	WILDFIRE PREVENTION	:30	UFN
	8518	SAVE AND INVEST.ORG 1	:30	UFN
	8519	SUPPORT RED CROSS: Help America	:30	3/1/2008
5 -	8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
	8521	STEROID-FREE 2	:30	UFN
	8522	BOXING: Community Drug Prevention	:30	12/13/2006
	8523	POISON HOTLINE	:20	UFN
	8524	CHILDHOOD ASTHMA 2	:20	UFN
	8525	VETERANS AFFAIRS: From Every Corner	:20	UFN
	8526	TAKING CONTROL OF SICKLE CELL DISEASE	:20	UFN
5 -	8527	AIM HIGHER: COLLEGE	:15	UFN
	8528	DOMESTIC VIOLENCE: FATHER & SON	:15	UFN
	8529	DRIVING BUZZED: "HOUSE PARTY" 4	:15	11/14/2006
	8530	CANCER RESEARCH & PREVENTION	:15	UFN
	8531	LEUKEMIA & LYMPHOMA SOCIETY: GOALS	:15	UFN
	8532	ONLINE SEXUAL EXPLOITATION OF YOUTH	:15	6/17/2006
5 -	8533	ARBOR DAY: TREES FOR AMERICA	:15	UFN
	8534	CHILD OBESITY PREVENTION "Grandpa" 2	:15	10/21/2006
	8535	BOYS & GIRLS CLUB NATIONAL HOTLINE "Robo"	:15	UFN
	8536	WHEN YOU REALLY LISTEN, LOVE'S WHAT'S HEARD	:10	UFN
	8537	CAFETERIA: REACHING OUT 6	:10	UFN
	8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	6/30/2006

WPDE/WWMB PSA LIST (MAY) Revised 3/28/06

	8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
	8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
	8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
	8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
	8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	6/30/2006

WPDE/WWMB PSA LIST (APRIL) Revised 3/28/06

	8001	NATURAL RESOURCE: CARE	:60	UFN
	8002	MIGRAINE RELIEF 2	:60	UFN
	8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
	8004	NARCONON: FAMILY 4	:60	UFN
5 -	8501	EARTH SHARE CAMPAIGN	:60	7/31/2006
	8502	NATIONAL KIDNEY FOUNDATION 2	:60	UFN
	8503	LEARN & SERVE: YOUTH IN COMMUNITY SERVICE 7	:30	UFN
	8504	BATTERY RECYCLING: "CHAIR" 3	:30	UFN
	8505	PUT IT IN WRITING: AMERICAN HOSPITAL ASSOC. 1	:30	UFN
	8506	SAVE THE SEALS 3	:30	4/30/2006
	8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
	8508	HIGH SCHOOL DROPOUT PREVENTION	:30	1/9/2007
	8509	UNDERAGE DRINKING	:30	10/31/2006
	8510	MEDICARE TODAY 2	:30	UFN
	8511	WORLD HEALTH DAY: Crisis in Health 2	:30	UFN
	8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
	8513	MATH & SCIENCE FOR GIRLS 7	:30	UFN
	8514	AMBULANCE: KNOW STROKE 2	:30	UFN
	8515	EMBRACE THE CHANGE: HIRE DISABLED 6	:30	UFN
	8516	HEART DISEASE & WOMEN 2	:30	UFN
	8517	WILDFIRE PREVENTION 3	:30	UFN
	8518	NOT IF WE CAN HELP IT: FINANCIAL PLANNING 1	:30	UFN
	8519	SUPPORT RED CROSS: Help America 5	:30	3/1/2008
	8520	(NCSA) SC TECH COLLEGE 7	:30	9/30/2006
	8521	PARENTAL INVOLVEMENT IN SCHOOLS 7	:30	9/10/2006
	8522	BOXING: Community Drug Prevention 4	:30	12/13/2006
	8523	POISON HOTLINE 2	:20	UFN
	8524	HIV AND DRUG USE 4	:20	UFN
	8525	VETERANS AFFAIRS: From Every Corner	:20	UFN
	8526	TAKING CONTROL OF SICKLE CELL DISEASE 2	:20	UFN
	8527	AIM HIGHER: COLLEGE 7	:15	UFN
	8528	DOMESTIC VIOLENCE: FATHER & SON 4	:15	UFN
	8529	DRIVING BUZZED: "KARAOKE" 4	:15	11/14/2006
	8530	CANCER RESEARCH & PREVENTION 2	:15	UFN
	8531	LEUKEMIA & LYMPHOMA SOCIETY: GOALS 2	:15	UFN
	8532	ONLINE SEXUAL EXPLOITATION OF YOUTH 4	:15	6/17/2006
5 -	8533	ARBOR DAY: TREES FOR AMERICA 3	:15	UFN
	8534	CHILD OBESITY PREVENTION 2	:15	10/21/2006
	8535	BOYS & GIRLS CLUB NATIONAL HOTLINE	:15	UFN
	8536	WHEN YOU REALLY LISTEN, LOVE'S WHAT'S HEARD	:10	UFN
	8537	PARENTS AGAINST MENINGITIS 2	:10	UFN
	8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	6/30/2006

WPDE/WWMB PSA LIST (APRIL) Revised 3/28/06

	8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
	8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
	8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
	8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
	8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	6/30/2006

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
 To: "Linda Revel" <lrevel@wpde.com>
 Sent: Thursday, June 29, 2006 10:25 PM
 Subject: 2006 2nd Quarter Ascertainment

Ascertainment for News Department April 2006

03 Ed was Horry County Special Olympics emcee Socastee
 06 Ed was Sweetie Pie Contest contestant Myrtle Beach
 07 Ed gave Our Lady Star of the Sea Speech N. Myrtle Beach
 08 Ed gave North Strand Power Squadron Spch Little River
 11 Ed at Dixie Stampede Children's Fest. Lunch Myrtle Beach
 13 Ed at Fairmont Middle School Career Day Fairmont, NC
 18 Ed gave Boating/Weather Speech Myrtle Beach
 21 Ed at Conway Relay for Life Dunking Booth Conway
 21 Ed was Hurricane Expo Speaker Myrtle Beach
 22 Ed was Spring Festival Food Judge B at the B Myrtle Beach
 22 Ed in WARM Luncheon/Golf Tournament Conway
 25 Rich served at Free Cone Day at Ben & Jerry's Myrtle Beach
 26 Allyson spoke to Myrtle Beach Newcomers Club in Murrells Inlet
 26 Brian emceed Talkin' Trash Finale Celebrations at Alligator Adventure NMB
 27 Brian emceed Talkin' Trash Finale Celebrations at Alligator Adventure NMB
 27 Ed gave Lakewood Elem Speech Surfside
 27 Ed at Grand Strand Humane Society Dinner Myrtle Beach
 28 Ed was Myrtle Beach Relay for Life MC Myrtle Beach
 29 Ed made Grand Strand Miracle League Appear. Myrtle Beach
 30 Ed was Reader at Long Bay Youth Orchestra Myrtle Beach

Ascertainment for News Department May 2006

01 Ed was Georgetown Hurricane Seminar Speaker
 02 Ed gave Adult Day Care Speech Myrtle Beach
 05 Ed was in Pee Dee Chapter of Red Cross Golf Tourney Florence
 06 Ed gave Dixie Stampede Imaginations Library Speech Myrtle Beach
 06 Ed was in Blessing of the Inlet Dunk tank Murrells Inlet
 08 Ed was in Carolinas Open Golf tournament North Myrtle Beach
 09 Ed gave Senior Adult Group Speech Garden City
 11 Ed gave Senior Friends Speech 1st Pres. Church Myrtle Beach
 12 Ed spoke at DDC Engineering Anniversary party Myrtle Beach
 16 Ed gave NARFE Speech Pawleys Island
 23 Ed spoke at Family Science Night CFE Myrtle Beach
 24 Ed in FDNY Golf tournament Murrells Inlet
 27 Ed was Beach Art Festival judge Pawleys Island
 30 Ed gave Green Sea Floyds Elem Speech

Special Reports

7 May 2nd - 11pm Ashley did a special report called Online: Cheating 101. Talked about how college students are using the internet to buy papers and tests

1 May 4th - 5-7pm WPDE opened phone lines for Ask the Professionals Segment. Had attorneys from SC Bar Association here.

May 9th - 11pm Joel did a special report called Online: Wireless City. Looked into Myrtle Beach becoming one of the first wireless cities in SC. You will be able to get onto the internet from anywhere in the city...all wireless.

2 May 11th - 5-7pm WPDE opened phone lines for Ask the Professionals Segment. Had representatives here from Social Security Administration to answer questions about Medicare.

4 May 16th - 11pm Allyson did a special report called Online: Webwise Parents. Looked into specific steps parents can take to protect their children online.

May 23 - 11pm Lauren did a special report called Online: Testing Fate. Looked at the popularity of online dating services and the pitfalls associated with them.

6/30/2006

Ascertainment for News Department June 2006

01 Ed was guest on WRNN...Hurricane Talk Myrtle Beach
01 Ed gave Hurricane Speech Myrtle Beach Optimist Club
02 Ed at Career Day Seaside Elementary Garden City
03 Allyson, Jim, Ed, Brian, Kyle, Joel, Rich, Kristen rode in Sun Fun Parade Myrtle Beach
06 Ed in Grand Strand Humane Society Golf tourney Myrtle Beach
07 Ed was Alzheimer's Memory Walk speaker Myrtle Beach
12 Allyson, Jim, Ed and Rich played in, sponsored and live at WPDE Golf Tournament to raise money for scholarships for area HS seniors Murrells Inlet
13 Ed gave Gateway Academy Speech Myrtle Beach
14 Ed gave Waccamaw Space Camp Speech Pawleys Island
15 Ed gave Coquina Harbor Coffee Group Speech Little River
17 Ed in CCU golf tournament Myrtle Beach
20 Ed gave Sonoco Weather Safety Speech Hartsville
26 Ed gave Coastal Observer Interview Myrtle Beach
June 2nd - 6pm Allyson, Jim, Rich and Ed live at Myrtle Beach Pavilion for Sun Fun Festival
June 5th - 7:30-8pm.. Jim moderated a live debate in our studios between three candidates for Democratic Primary running for Governor
June 6th - 7:30-8pm.. Jim moderated a live debate in our studios between three candidates for Republican Primary running for Lieutenant Governor
June 8th - 7:30-8pm.. Jim moderated a live debate in our studios between two candidates for Republican Primary running for Horry County Council Chairman

Michelle Camp

From: "Billy Huggins" <wlhuggins@wpde.com>
To: "Michelle M. Camp" <mcamp@wpde.com>
Sent: Tuesday, May 09, 2006 10:06 AM
Subject: Fw: GAL coverage

Assertainment?

----- Original Message -----

From: "Jane Stokes" <jstokes@oepp.sc.gov>
To: <wlhuggins@wpde.com>
Cc: "Louise Cooper" <lcooper@oepp.sc.gov>
Sent: Monday, May 08, 2006 12:00 PM
Subject: GAL coverage

> Hi Billy:

>

> I want to tell you what a great job Ashlee did in covering our "Light of
> Hope" event. As you know, I have been working in this program for almost
> 22 years and this is by far the best TV coverage we have ever had. Ashlee
> is so professional and caring, and that really showed in her story.

>

> Also, my thanks to Victoria for jumping on this and making it happen. I
> have asked the other programs in the Pee Dee to let me know if they get
> any calls. We have received eight calls as of today. We hope to start
> another training in a couple of weeks.

>

> Just let me say thank you again for all you do for this program and caring
> about the children of Horry County and the State. We couldn't do it
> without folks like you.

>

> Jane

>

Limor Fite

AN EVENT OF THE CONWAY AREA CHAMBER OF COMMERCE

June 24



**MEDIA
SPONSOR
BENEFITS**

\$10,000

(One Television, One Radio, One Print Media available)

- Media name will be prominent in all multi-media promotional efforts, including:
 1. A special full color event brochure distributed to out-of-market areas
 2. All local event materials, i.e. posters, flyers, event program, map, etc.
- Special recognition at 'Round The Fourth's Tribute to America, on all stage areas
- Prominent signage recognition at the event
- A complimentary booth at the Business Expo to promote your business
- Appearance on *Rivertalk*

June 24th

'ROUND THE FOURTH SPONSOR COMMITMENT FORM

☒ Yes, I/we would like to support the Conway Area Chamber of Commerce Round The Fourth by serving as Media Sponsor — \$10,000.

Name: Billy Huggins

Business: WPDE-TV + WWMB-TV

Address: 1194 ATLANTIC AVE

City: CONWAY State: SC Zip: 29521

Telephone: 843-234-9733 Fax: 234-9739

☒ I will supply my/our logo by (date) _____
Please use the same logo, if applicable.

PLEASE PRINT HOW YOU WISH TO BE LISTED:

☒ Enclosed is my/our check in the amount of \$ 10,000 ^{AIR SCHEDULE FOR} ~~made payable to~~ the Conway Area Chamber of Commerce.

____ Please bill me/us. I/we will pay on or about _____

____ Please charge to my MasterCard/Visa as follows:

Name: [Signature]

Card Number: N/A Exp. Date: _____

THANK YOU FOR YOUR SUPPORT!